

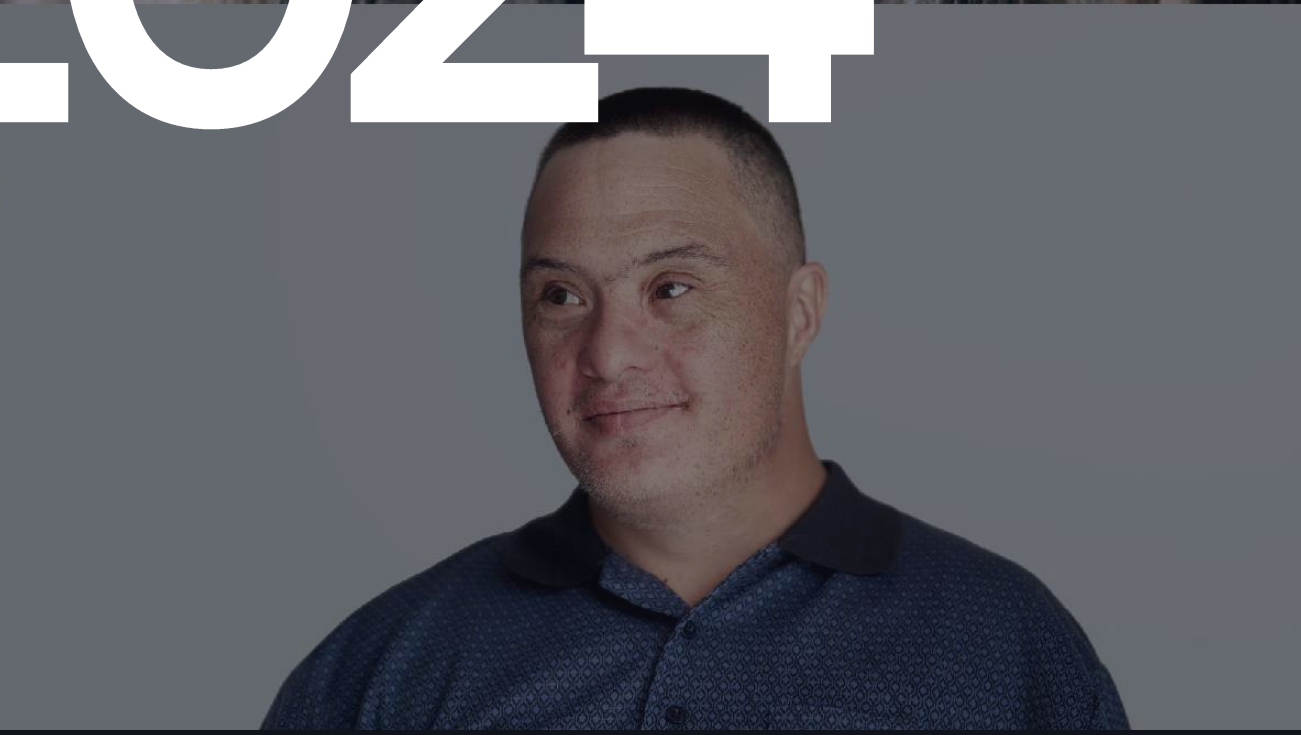
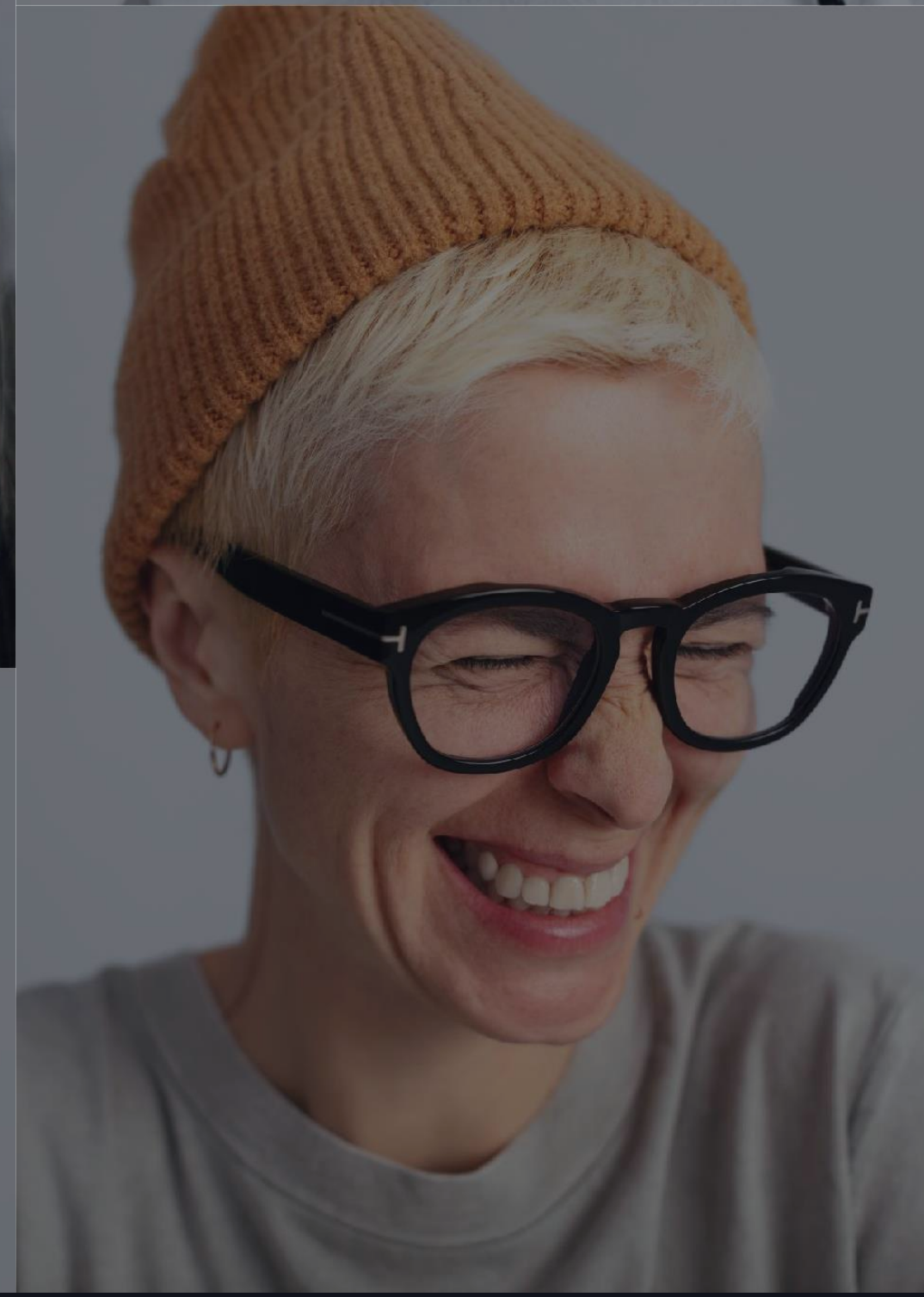
Great
Place
To
Work®

For
All

Sponsorship Opportunities

Summit 2024

Great Place To Work®



Together for all.

Our Annual Great Place To Work For All Summit is the largest gathering of strategic leaders across hundreds of Best Workplaces that are actively engaged in elevating their business success through workplace culture.

We offer data, guidance, knowledge sharing and thought-leadership to support organizations as they maximize their human potential. More than ever, organizations need the full passion and creativity of all their people to realize the promise of today's new opportunities, increase agility and inventiveness, and grow their economic success in an increasingly demanding, vocal marketplace.



Summit Attendees At-A-Glance

Registrants

Average of 1,400 attendees

70%

Of all attendees have manager titles or higher. Title breakdown includes 11% C-Suite, 19% VP, 21% Director, 19% Manager

50%

Of attendees were recommend by a colleague to attend Summit

100 Best Companies to Work For

Slightly more than 75% of the 2022 100 Best List winners attended

51%

Are Great Place to Work Certified®

Top 5 Countries Registered

United States, United Kingdom, Canada, Germany, Singapore

400+

Companies Represented in attendance

Industry

Largest industries included 17% Professional Services, 11% Information Technology, 9.5% Financial Services & Insurance, 6.5% Healthcare, 6% Hospitality

01

Social Supper Club

Community Building

Social Supper Club

A Community Building night in New Orleans

The For All Summit is committed to curating networking experiences that create a for all community. As a co-sponsor of our first-ever Social Supper Club networking night you'll be considered one of our hosts of this special evening of intimate conversations, connections, and delicious food. Great Place To Work will manage all the logistical details as your brand is included on promotions, invites, and signage onsite. You'll be able to invite your own team members to join the dinner group and can place a thank you note, small gift, etc. on the place seatings.



Program Title Partnership

Co-sponsored opportunity for Social Supper Club is shared with no more than two additional organizations.

Fee: \$75,000

Social Supper Club Deliverables:

- All Program Title sponsorship benefits at For All Summit 2024
- Logo on promotional materials including all pre-Summit marketing emails, Summit Supper Club webpage on forallsummit.com, Know Before You Go Guide for Supper Club
- Opportunity to invite your colleagues to attend the dinner and host our attendees
- Brief welcome at the restaurant before dinner starts
- Opportunity to place gift, card, etc. at place seatings at dinner
- On a first commitment basis choice of restaurant location from Muriel's, Brennan's, and Arnaud's all located in the French Quarter



02

Braindates

Networking

Braindates

Peer Networking Experiences

Your organization will be branded as our Braindates sponsor throughout the entirety of Summit. At Summit, we focus on the power of learning from your community. And as our partner in this endeavor, you'll be an integral part of our mission in bringing leaders together to innovate, learn, and be inspired. What is a Braindate?

[Click here to learn more: So... What's A Braindate? – Braindate](#)

It's both an in-person and digital experience. Attendees will engage in the Braindate hub prior to the Summit posting questions, topics, and themes they want to learn more about. Attendees will engage and support each other in peer-learning. Onsite, attendees can impromptu meet up in the Braindate Lounge powered by your organization or plan meetings from posted interactions to discuss questions and topics. As a sponsor your logo will be included on the digital Braindate platform, on all onsite printed signage, as well as your brand integrated throughout the lounge space via additional signage and swag for attendees.



Diamond Partnership

Fee: \$50,000 | Exclusive

Braindates Deliverables:

- All Diamond sponsorship benefits at For All Summit 2024
- Logo on promotional materials including all pre-Summit marketing emails, Braindates digital platform, Know Before You Go Guide for Braindates activity, and onsite in signage and within lounge
- Opportunity to include branded swag in the lounge



03

Summit Lanyards, Experiential Activation, Emerging Leaders Program

Meaningful Brand Alignment

Summit Lanyard Partner

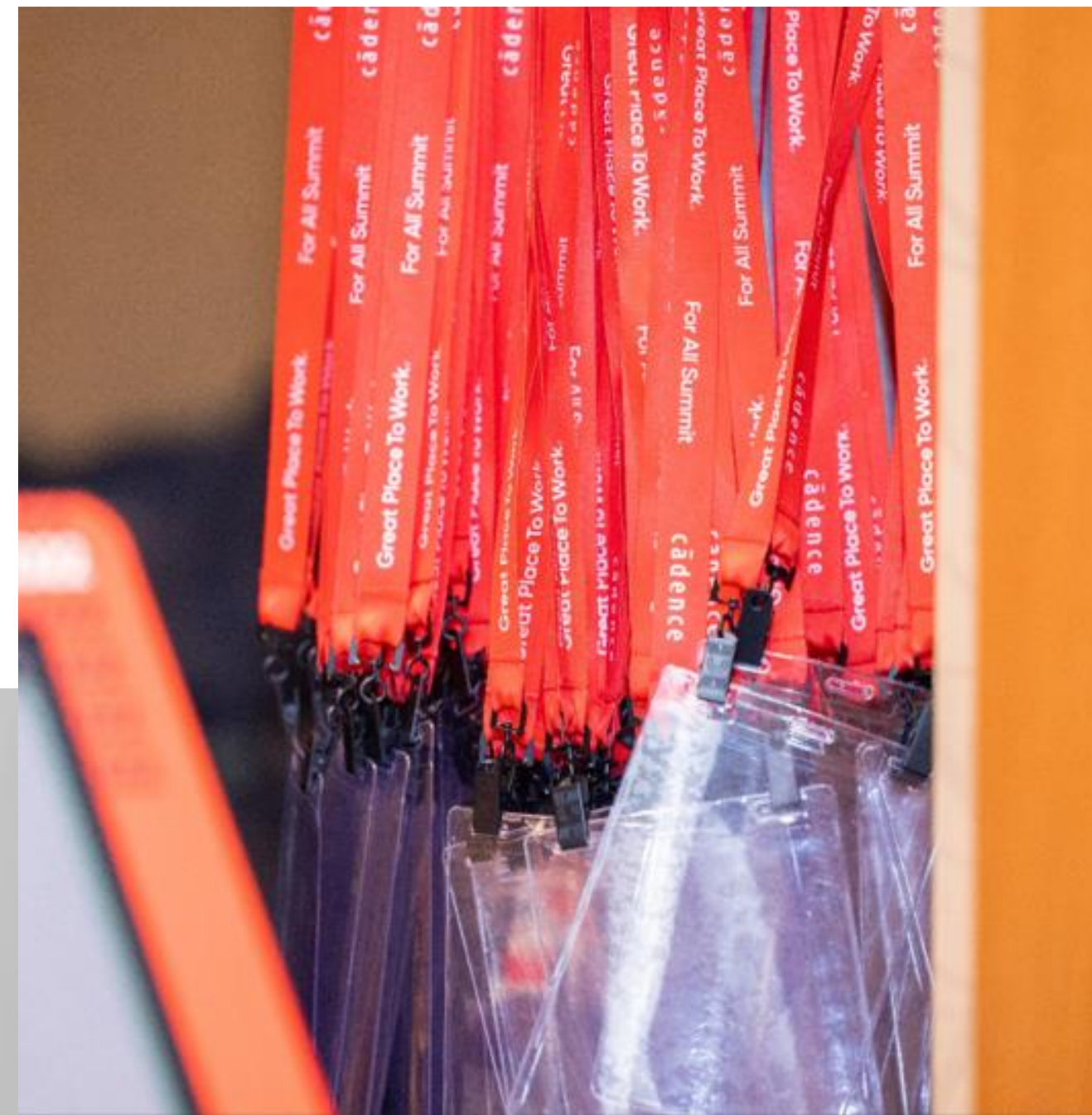
Platinum Partner

Fee: \$30,000 | Exclusive

Your organization will be branded alongside our For All Summit logo on all our attendee lanyards. This is an incredibly high visibility opportunity as attendees must always wear their badges. With this opportunity your organization will find itself front and center in every Summit photo, screen appearance, and video stream

Lanyard Deliverables:

- All Platinum sponsorship benefits at For All Summit 2024
- Logo branded on the lanyard alongside Great Place To Work logo



Summit Experiential Activation

Gold Partner

Fee: \$20,000 | Exclusive

Engage Summit attendees with a mindful and immersive activity, a fan-favorite, chair massages. Your space will be open throughout Summit in a 20 x 20 footprint. Massage therapists will provide short chair massages to interested attendees amongst your branding, signage, and team member networking.

Lounge Deliverables:

- All Gold sponsorship benefits at For All Summit 2024
- Logo on promotional materials including all pre-Summit marketing emails, Know Before You Go, and onsite signage within and around lounge
- Opportunity to have team members mix and mingle in the space sharing stories of your people initiatives and special benefits
- Opportunity to include branded swag in the lounge

•Special Note: Great Place To Work to confirm massage chair therapists and manage coordination.



Emerging Leaders Program

Silver Partner

Fee: \$15,000 | Exclusive

Sponsor a group of 10 individuals comprised of graduate students, non-profit workers, government employees and ERG Leaders to attend Summit. Individuals will submit entries through our Emerging Leaders Program page on our Summit website to be considered for this program. A meaningful way to help us move our For All mission forward.

Emerging Leaders Program Deliverables:

- All Silver sponsorship benefits at For All Summit 2024
- Your organization branding and description on the Emerging Leaders webpage
- Marketing of the program via newsletter, website, and social to include your organization branding
- Great Place To Work to choose emerging leaders to attend based on excellent in their submissions, final list of leaders attending shared with your team
- Onsite at Summit, opportunity to host a "Meet & Greet" with these leaders during breakfast Day 1 at their reserved table
- Opportunity to provide leaders with a special gift (branded swag item) at the "Meet & Greet"
- Great Place To Work to share photos from "Meet & Greet" via social media, daily newsletter, and in-post Summit coverage.



Sponsorship Deliverables	Program Title	Diamond	Platinum	Gold	Silver
Complimentary Full Summit Passes / Each valued at \$1,795	10	8	6	4	2
Logo on promotional materials including but not limited to: Summit Website, Email Communications, Newsletters, Onsite Digital and Printed Signage, Mainstage Presentations	✓	✓	✓	✓	✓
Verbal recognition from the main stage	✓	✓	✓	✓	✓
Recognition in the Summit Mobile App in Sponsors tab	✓	✓	✓	✓	✓
Text mention as a sponsor in all Summit related press releases	✓	✓	✓	✓	✓
Dedicated social media posts on our LinkedIn, Facebook & Twitter Channels (Includes pre, during and post summit)	8	6	4	3	2
Mention in Pre-Summit Blog Post	✓	✓	✓	✓	✓
Customized promotional pre-event link with discount to share with partner/client/prospective network	✓	✓	✓	✓	✓
Pre-Show attendee list (The pre-show attendee list ONLY includes contact information for those attendees who opt into sharing their info and does not include email addresses or phone numbers.)	✓	✓	✓		
Reserved seating in the General Session for your Company	✓	✓	✓		

To reserve an opportunity please contact:



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